



Q1 2016 BUSINESS SURVEY

By Andy Pham



About

Survey Goal



Purpose of Survey

The main goal of this survey is to obtain a sample of what business-to-consumer businesses are in the PBID district within Ports O' Call and Historic Downtown San Pedro. This allows us to obtain a listing complete with address and store hours for the upcoming retail map for locals and tourists. In addition, to see what businesses would like to continual to participate in the \$5 cash card program and to expand the program to other businesses.

Secondary goals of the survey are to see what businesses are saying about past 2015 events if they have benefited from said events if they prefer smaller frequent events or larger infrequent events. We will also see what their top concerns regarding the PBID district that needs improving immediately. The top concerns also have a large impact regarding their view of the PBID administration.

Ports O' Call survey questions were a bit different from the Downtown District questions. It asked respondents if they benefited from trolley services, if they experience increase of customers when a cruise ship is docked, what events they would like to see in their area, points of interest to add to area after the Jerico re-development of the area, if they want to be included in the shopping directory, and other thoughts that concern them.

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Cash Card

2015 Cash Card

Number of participating retailers and restaurants: 24

Total Redeemed: TBA

A positive response from the majority of participating businesses. Mostly the restaurants benefited. Many participating businesses did not follow directions to help PBID marketing research by inputting zip code.

2016 Cash Card

Number of retailers and restaurants wanting to participate: 39

Few items addressed on the new cards are a call to action regarding the zip-code input, additional usage limitations, improved map on the backside, and business categories to help tourists find what they need.

PARTICIPATING BUSINESSES:

CLOTHING & RETAIL Maral Design 331 7th St. Downtown Caps 613 Mesa St. Rosy Scenario 461 6th St. #106 Urban Feet 329 6th St. Dramatique 319 6th St. The Surplus Guy 321 6th St.	RESTAURANTS Happy Diner Niko's Pizzeria Philie B's Porky's BBQ The Whale & Ale Raffaello Ristorante San Pedro Brewing Co. Baramae Thai Beach City Grill Senfuku Acapulco Ports O'Call Restaurant	617 Centre St. 399 6th St. 347 6th St. 362 6th St. 327 7th St. 400 Pacific Ave. 331 6th St. 354 6th St. 376 6th St. 380 6th St. Ports O'Call Ports O'Call	JEWELRY Bringelson Jewelers 461 6th St. #104 Ron's Jewelers 469 6th St.
BEER & WINE LOUNGES Off The Vine 491 6th St. Jackson's Place 335 7th St.	CAFE Sacred Grounds Sirens NVDA Raw Vegan Boardwalk Cafe Utro's at the Wharf	468 6th St. 356 7th St. 407 6th St. Ports O'Call Ports O'Call	HAIR CARE Hollywood Doll Salon 617 Mesa St. The Shop Barbering 437 6th St.
SOUVENIRS Drop-in Gift's Our Creations			ART SUPPLIES Parkhurst Galleries 439 W 6th St. Machine Studio 387 6th St. San Pedro Art Assn. Ports O'Call.
SNACKS Susie's Candy Shop 461 6th St. Cal Video 450 6th St.			FITNESS & WELLNESS People's Place Fitness 365 W 6th St. San Pedro Wellness 263 7th St.
			ELECTRONICS & CELL PH. REPAIR Salient Computers 620 Mesa St.

Historic Downtown

6th, 7th, Mesa, Centre, Pacific

Downtown Businesses Who Participated

Big Thank You!

Ron's Jewelers
 JD Hobby Center
 So Cal Tattoo
 Cheap Vintage
 Sacred Grounds
 San Pedro Brewing Co
 Surplus guy
 The shop Barbering
 Porky's
 Susie's Candy shop
 Dramatique
 Rosy Scenario
 Sirens
 Neil ' s
 N.U.D.A.
 Salient Computers
 Jackson Place
 Hollywood Doll Salon
 The Whale and Ale
 Ink Divine Tattoo Co.

San Pedro Wellness
 Senfuku
 Maral 's Designs
 Drop-in Gifts
 Parkhurst Galleries Inc.
 Behind the Scenes
 Leisure Spa
 Godmother 's
 7Days
 Ancient Arts
 Norman's Men's & Boy's
 Wellington Signs
 Auto Palace Storage
 Numero Uno Market
 Hawaiian Total Fitness M.M.A.
 Subway
 Off the Vine
 Beach Cities Café
 Guitar Safari
 Grand Vision

Cal Video
 Grinder Restaurant
 Mishi's Strudel
 Micaela Violetitas De Mi Colors
 Bank of America
 Maggies Mini Market
 Rosies Boutique
 Jolly Burrito
 Discount Club 27
 Machine Studio
 Baramée Thai
 Downtown Caps
 Bringelson Jewelers
 Think Café
 Our Creations
 Raffaello Ristorante
 People's Yoga

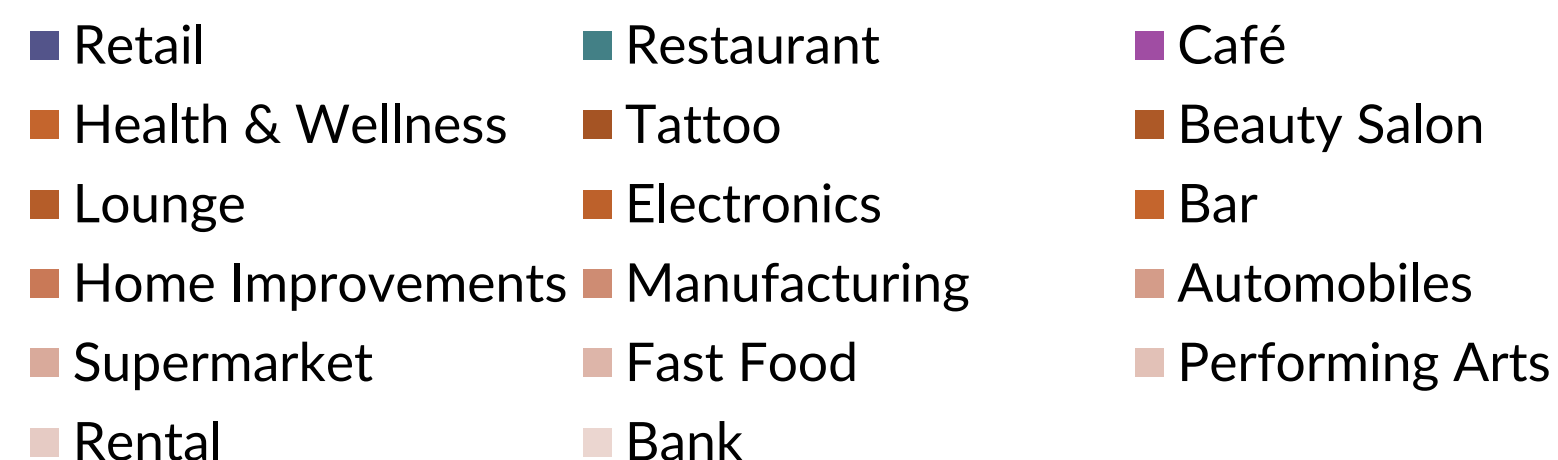
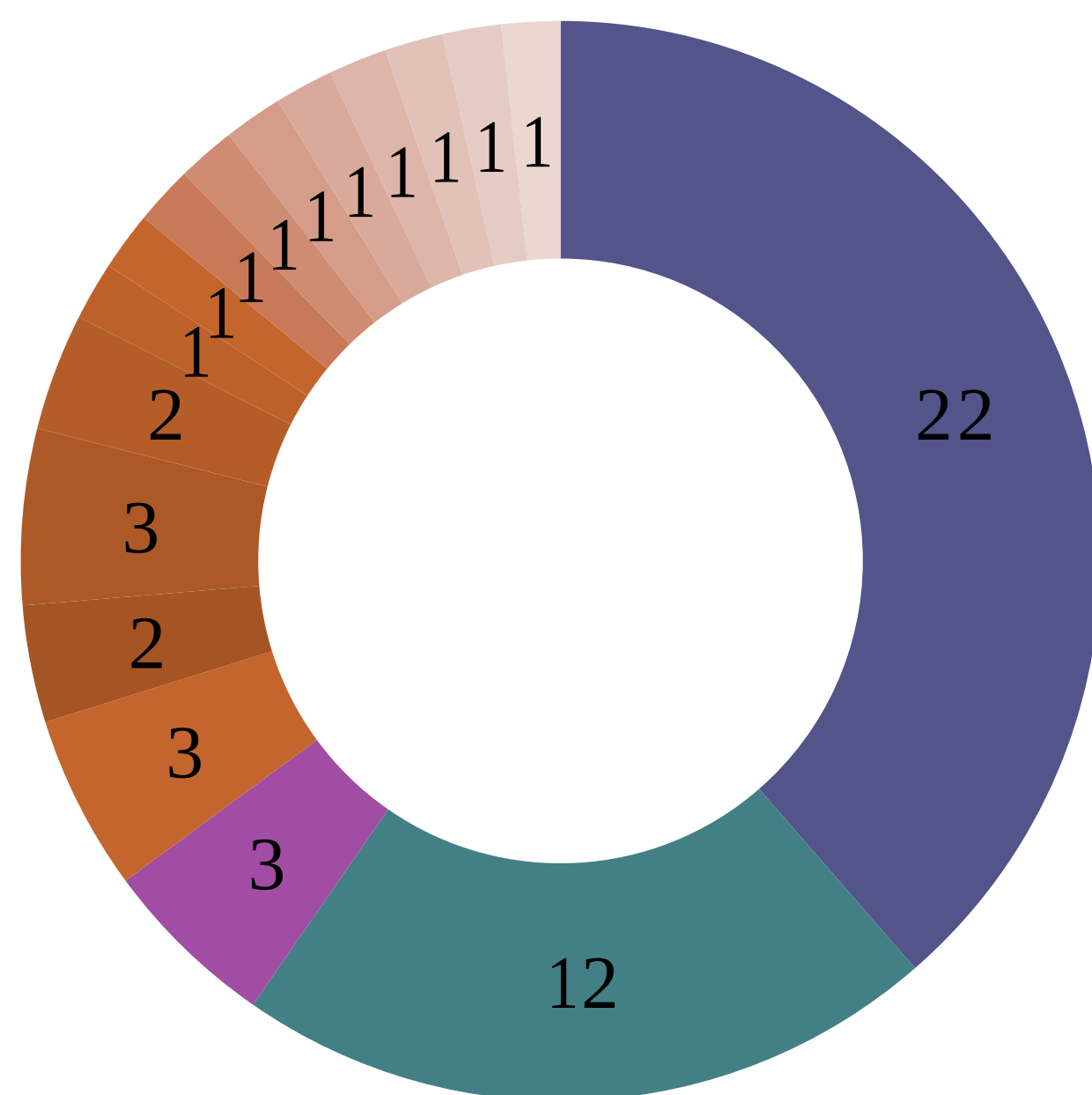
Business hours and address of listed
 are available upon request!

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Business Types Surveyed

*Only those who participated in survey are counted here

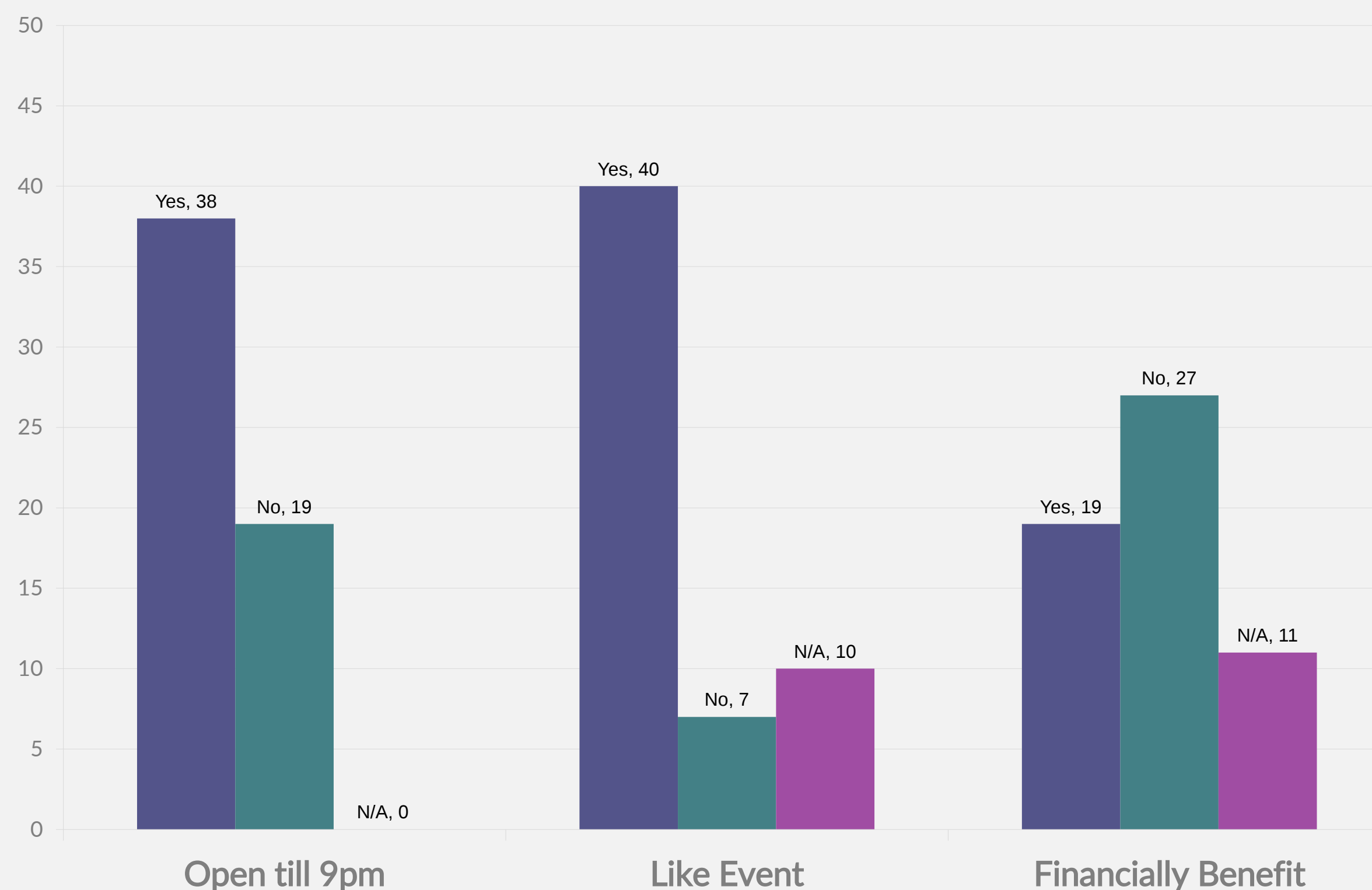
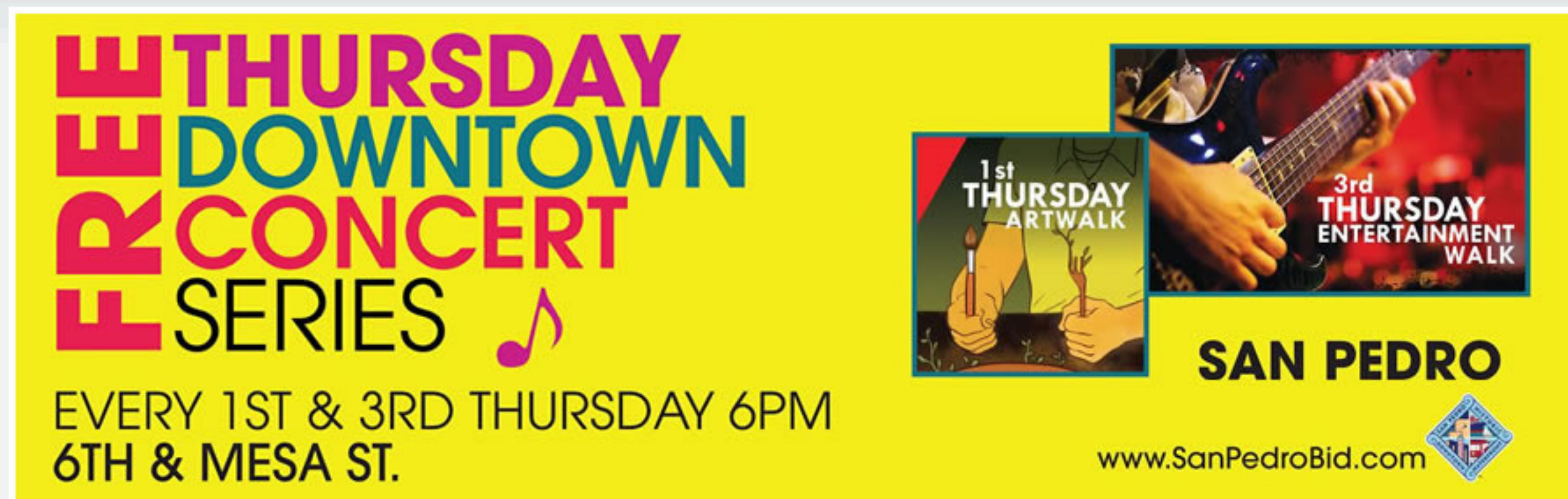


A number of retail shops make up a majority of surveyed businesses in the Downtown District, followed by restaurants.

Retail type includes the following stores: Jewelry, Hobby, Thrift, Military, Gifts, Liquor store, Clothing, Art, Flowers, Discount Retailers and more.

Stores that are not surveyed are due to various reasons ranging from refusal to participate in the survey, difficulty reaching decision makers, erratic open hours, and unresponsive email.

Survey are focused on businesses-to-consumer with street storefronts since tourists and visitors are more likely to visit these. Not surveyed are professional services such as lawyers, accounting, financiers, loan, web designers, and other professional white collar businesses.



First Thursday

How Surveyed Businesses View First Thursday

Open Till 9pm?

66% of the businesses surveyed are open until 9 pm on this day. All food related stores are open, the majority of no responses comprise of retail and beauty shops.

Do they like the event?

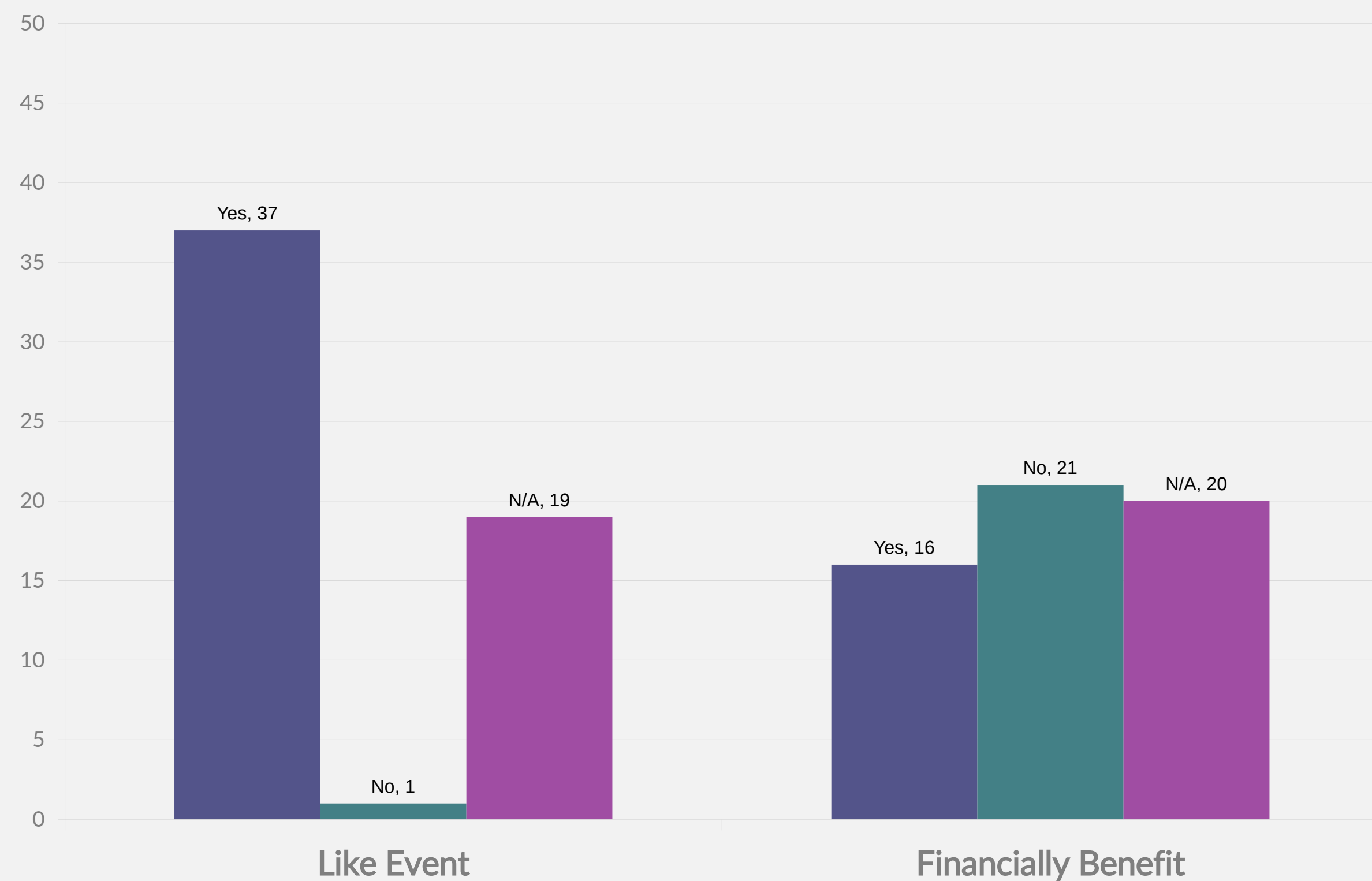
70% of respondents liked the event and some believe the event is good for Downtown. 12% did not like the event. 18% decline to comment or had no feedback.

Financially Benefit

Only 33% said they benefit from the event, reasons range from increase foot traffic into store or sales. 48% do not profit or experience increased foot traffic. 19% decline to comment or could not answer the question. A majority of businesses who responded "no" still like this event.

Interesting Comments

A majority of Restaurants expressed dissatisfaction towards the food trucks believing they take away business and/or exploit their bathrooms, but they do experience an uptick in customers from increased foot traffic. Most retailers do not financially benefit from this event.



Day of the Dead

How Surveyed Businesses View DIA 2015

Do they like the event?

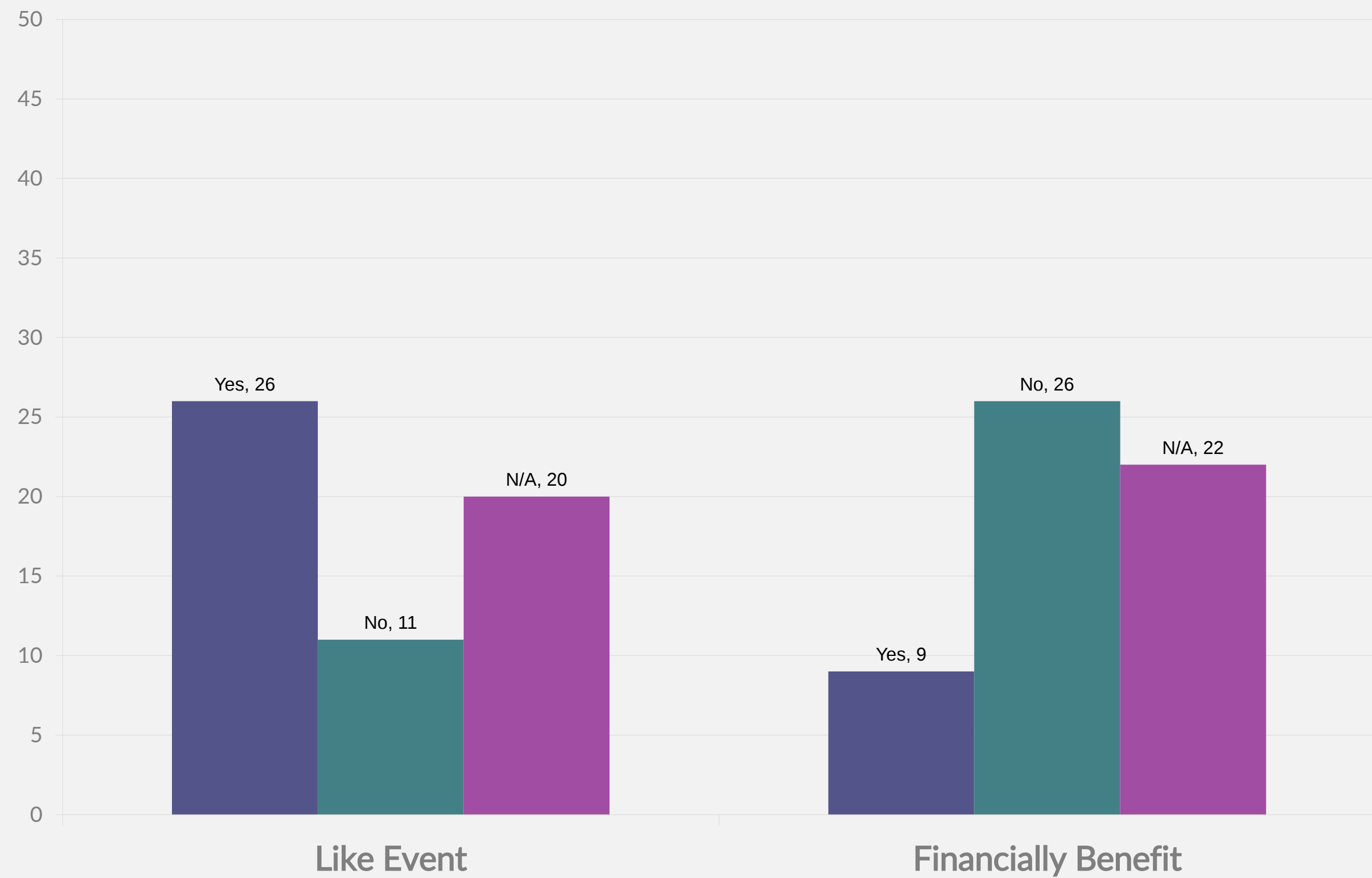
65% of the businesses surveyed are happy with the event or believe its great benefit to downtown. One business (2%) answered no. 33% did not comment, declined to comment, or had no idea the event

Financially Benefit

Only 28% said they benefited from event, majority of benefited businesses were restaurants, participating retailers, and stores open within event area. 37% did not profit. 35% did not comment, declined to comment, or had no idea the event happened.

Interesting Comments

Many of the businesses surveyed on 7th street had a demand to move this event to their location. The one business that answered, no, would change their response if the event extends to Pacific. Many of the N/A responses from businesses on Pacific had no knowledge such event existed. There was a considerable amount of requests to do increase marketing of this event by having banners on light poles.



Hot Import Nights

How Surveyed Businesses View HIN 2015

Do they like the event?

46% of the businesses surveyed are happy with the event or believe its great benefit to downtown. 19% answered no and cited reasons from noise, branding, and inconvenience. 35% refused to comment or could not decide.

Financially Benefit

Only 16% said they benefited from event, majority of benefited businesses were restaurants within event grounds. 65% businesses did not benefit. 39% refused to comment or could not answer.

Interesting Comments

Reaction towards hearing the event's name was very strong pro or against when asked. A large number of N/A responses refused to commit a response citing political worries or unable to decide if they like the event or not. Some yes responses mentioned the lack of events in the area, so they will take anything. Many of the businesses on Pacific did not know of this event. Some businesses mentioned that this car show may work backward to the arts community image that is trying to be built.

Small or Large

When asked, more frequent smaller events or more infrequent large events?

What kind of events?

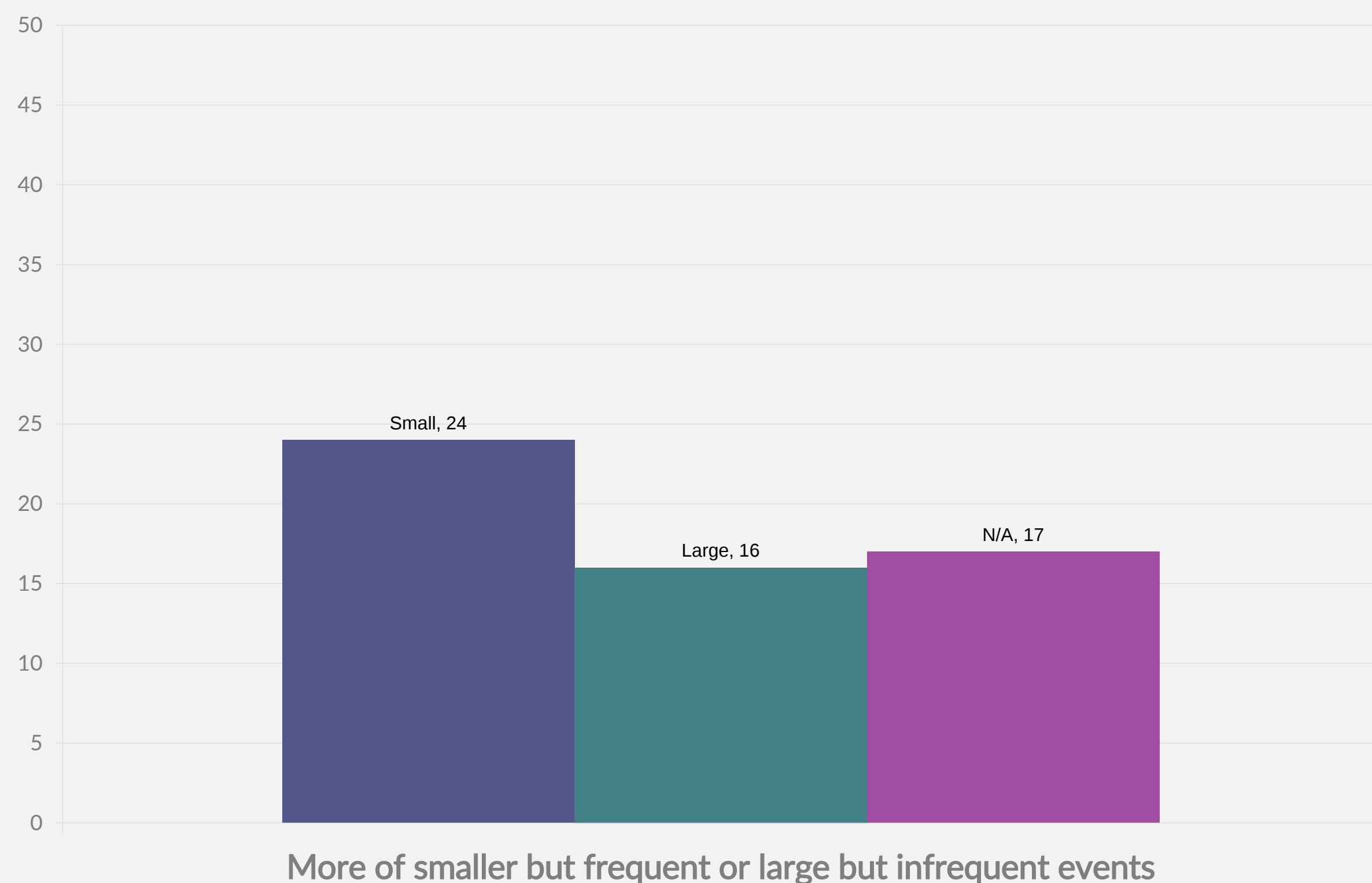
42% of the businesses surveyed would like to see smaller but frequent events. 28% answered wanting to see large events. 30% had no comment or unsure.

Consensus regarding smaller events

Many of those who voted for smaller events felt that it can bring the community together more often and show downtown as a more active environment. The goal is to bring frequent visitors into the area by showing activity.

Concerns regarding events

One of the top concerns is a financial benefit. Many of the businesses feel that it's nice to have events to show downtown but without monetary benefit, it can hurt them in the long run if no one comes back to the area to shop at their store and just simply take up parking space. A common theme was a concern of lack of collaboration between businesses-to-business and business-to-PBID on events. Some businesses expressed interest in event collaboration and would like to provide involvement in planning future events.



Suggestions Regarding Events

Asking event question got the respondent to providing suggestions, here are examples of what's said.

Event Suggestions

* = Brought up numerous times from multiple businesses

Bring back Swing and Salute
Christmas Event
Reggae fest

Other Kinds of Car Shows

Cook offs
Cinco De Mayo
Saint Patrick 's Day
Small Business
Saturday
Music near farmers market

Events for Kids

Super Santa
Valentines
Spring arrival
Navy Week
Art and music

Improve Swing Pedro
Summer fest
Bring food trucks for 3rd Thursday

Concerts

Thanksgiving Food Drive
Cage fights
Political speakers
Sidewalk Chalk Night
Firemen Event
Sidewalk Sale
Chinese New Year
Mystic Tarot Card Event
Salsa Dancing
Harvest Festival
Seafood Event
More dance events!

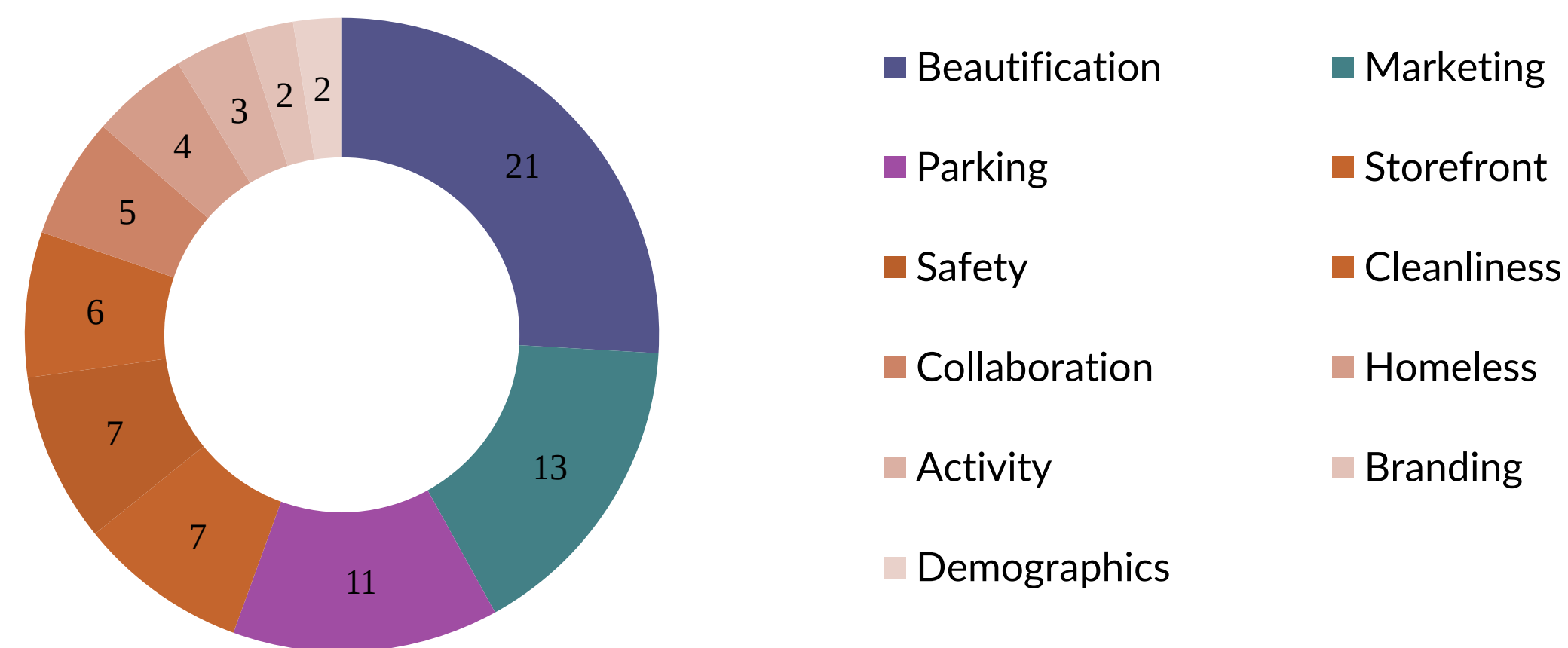
Logistical Suggestions

Bring events to 7th street
Total of 6 events per year
Street fairs would be great

Marketing events on Pacific Ave
Collaborate with Local Businesses
Art community to make altars for DIA



Top Concerns of Businesses



The method used to see the top concerns of businesses is asking a free-for-all question of what would they like to see improved in the PBID area. If a person who mentions the same subject multiple times, it is only counted once.

By allowing to speak their mind, whatever comes across can be identified as their immediate concern, their view of the downtown area, and items that affect their opinion of PBID performance. Addressing these areas of concern is a great PR move for PBID and businesses view it as bringing overall benefit to the district while providing reasons to stay.

Beautification: Gardening, landscaping, paint job, sidewalks, benches.
 Marketing: Street banners, light post signs, communication, awareness.
 Parking: Free parking needed, scares people. (City Hall Level Issue)
 Storefront: Vacancies
 Safety: Police, PBID Security Performance
 Cleanliness: Beacon House, Sidewalk cleaning, Street Cleaning

Point of Interests

Side Commentary

Many surveyed businesses on Mesa and Pacific had no idea what was PBID, what programs PBID funds, or aware they were in a PBID district.

When marketing was mentioned or discussed. The majority of concern was in a lack of street signage and banners in public.

A common reason to why most stores on Pacific did not want to participate in survey mostly due to being busy or language barrier. Spanish or Korean speaking surveyor is needed.

A large, crowded outdoor market scene, likely a fish market, with many people sitting at tables under a large covered structure. The scene is filled with people of various ages, some eating, some talking, and others walking. The structure has a high ceiling with a series of long, horizontal lights. The overall atmosphere is busy and lively.

Ports O' Call

Fish Market, Village

Disclaimer

Issue with Ports O' Call Surveys

Many of the owners and managers in the fish market did not want to participate because they were too busy. Best I can do for most is grab their business hours and contact info.

Some of the businesses became aggressive and suspicious when I mentioned I am working for the PBID and conducting a survey.

More than five Ports O' Call Village stores pointed to Jamie Wilson's Spirit Cruises and gave me a similar message, "He represents my interests, survey him and whatever he responds is my answer too". Jaime says that I will get a similar response from all 18 businesses in the village. This causes an issue with results because of groupthink.

Only one Ports O' Call Village retail store was nice enough to participate individually in the survey and warned me that most of his colleagues don't follow their posted business hours. He was correct, many businesses were not open on posted hours when surveying the area. (Thursday)

To be added to retail map

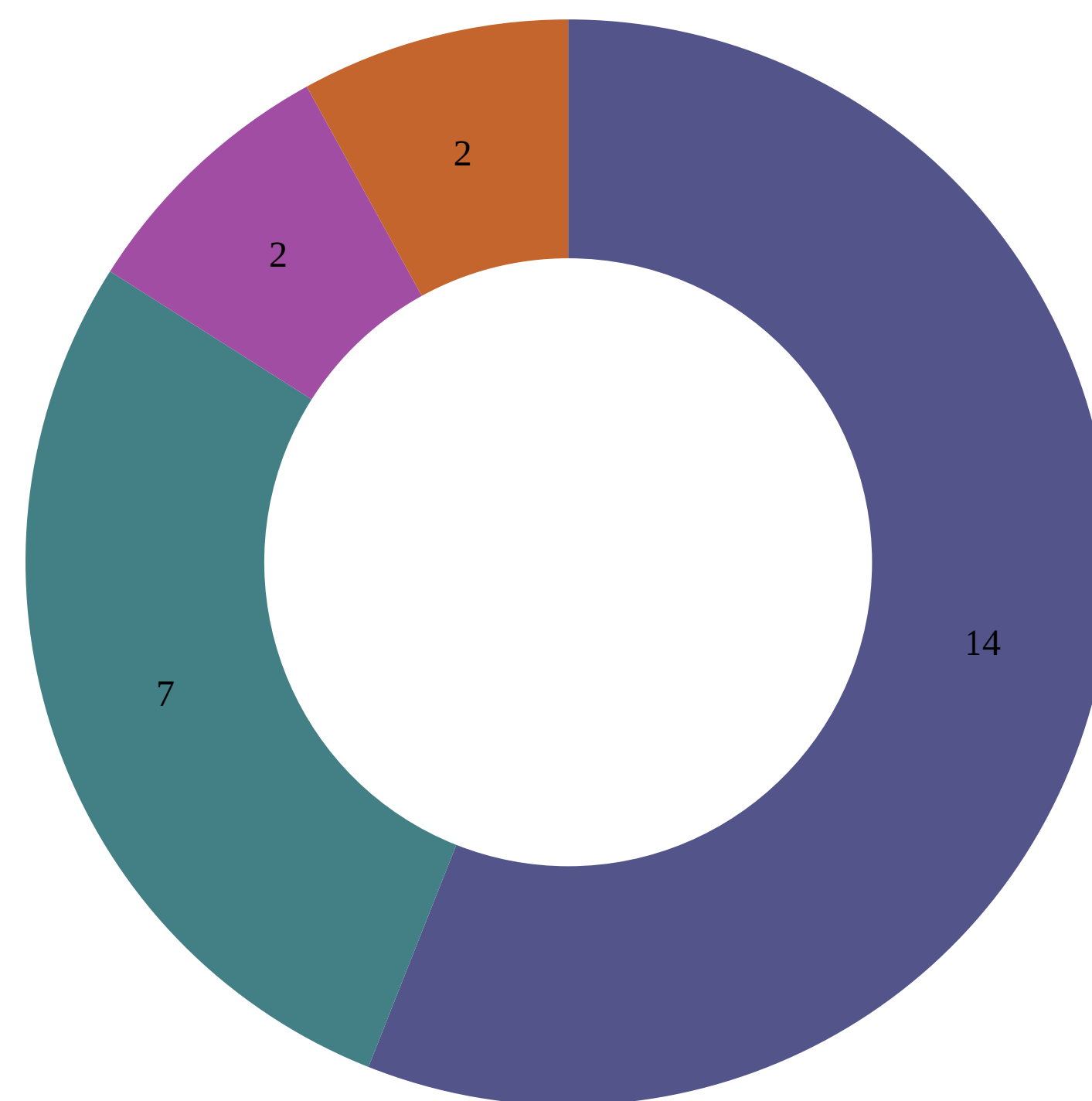
Pan Pacific Ice Cream
Utro's Cafe
Alaska Seafood Restaurant
Krusty Crab
Arts and Music
Boardwalk Café
Ports O Call Restaurant
Handmade Jewlery
Dreyers Ice Cream

Oceanside
Mexilatin Gifts
Botanica
Village Emporium
Figments
Capriccio
Village Sweats
Oldies for Sale
Glass Act

African American Gift Shop
Candy Town
Marina Bar & Grill (Double Tree)
Spirit Cruises
LA Waterfront Cruises
Acapulco
Sea Breeze

Phone numbers are available upon request!

Business Types



■ Retail ■ Restaurant ■ Dessert ■ Cruise

Ports O' Call Village

Jamie Wilson's Response Represents: 18 stores

What kind of events would you like to see?

More smaller but frequent events.

Suggestions: Tall Ships, Cruise ship docking celebration, Shrimpfest or shellfish-fest.

1st Thursday at ports O' Call. Carnival games

Does the Trolley Benefit your Business?

Yes but to benefit Downtown they need to have a 5 min interval for each trolley that passes by so people visiting ports O' Call are not discouraged if they miss one.

Do you get more customers when a cruise ship is docked?

Yes

Included in Shopping Directory?

Yes, add all the other village businesses too. Have Ports O' Call and Downtown all on one map to make the area look connected.

After Re-development, what do you think is needed to draw more visitors into the area

More Sea based activities, small exhibits, lights, gardening, playground, food trucks, rides.

Disclaimer

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Other Thoughts

Enforce Zip-code on \$5 cash card. Bring in informational Kiosks, force all the stores in the village to stay open until 9pm.

Acapulco

Manager appreciates PBID support

What kind of events would you like to see?

Concerts, Fundraisers

Does the Trolley Benefit your Business?

Yes

Do you get more customers when a cruise ship is docked?

Yes

Included in Shopping Directory?

Yes

After Re-development, what do you think is needed to draw more visitors into the area

Need corporate businesses to draw tourists into area, playground.

Other Thoughts

Pressure washing sidewalks, remove raccoons living on hill.

Concerns Regarding Port O' Call

Ports O' Call yielded strange results. It requires a different approach to get responses. Must be aided by another business in the area.

The area needs to be re-surveyed because it was difficult to run any quantifiable numbers with a lack of individual responses. 18 responses from the Village suffer from groupthink by having Spirit Cruises represent them all.

The Port O' Call Village is very difficult to obtain accurate business hours and individual responses. I need to work with Jamie Wilson to get accurate business hours for upcoming retail map.



THANK YOU

Special thanks to Mike Wright for Downtown survey support and Donneshia Hall for database entry.